

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently Amended) A system for collecting information about a user of an electronic consumable, comprising:

[[an]] the electronic consumable displayed on an apparatus, the apparatus having an input device and a sensor, wherein the electronic consumable comprises an object that is selectively activated when a user consumes the electronic consumable;

wherein the sensor is activated by a user action by manipulating [[an]] the object of the electronic consumable to collect information about the user's behavior as the user consumes the electronic consumable, and wherein embedded code of the object causes the information to be recorded in response to the user manipulating the object, wherein the object comprises the embedded code, wherein such embedded code specifies (i) what type of monitoring of user actions should occur while the user is consuming the electronic consumable and (ii) how the information that is recorded should be reported.

2. (Original) The system of claim 1, wherein the sensor is a device chosen from the group consisting of: a webcam, an infra red camera, an audio input, a video input, and a temperature sensor.

3. (Original) The system of claim 1, wherein the information collected is reported to a remote location.

4. (Original) The system of claim 1, wherein by activating the input device, the user causes the information to be collected.

5. (Canceled)

6. (Original) The system of claim 1, wherein the object of the electronic consumable can only be stored in containers that allow the embedded code of the object to function.

7. (Original) The system of claim 1, wherein the information is analyzed using data mining techniques.

8. (Original) The system of claim 1, wherein the user can configure the collection and reporting of information.
9. (Currently Amended) A system for collecting information about a user of an electronic consumable, comprising:  
an apparatus capable of displaying [[an]] the electronic consumable;  
[[an]] the electronic consumable comprising documents and objects;  
wherein the documents are displayed on the apparatus and the objects include instructions for automatically monitoring and reporting user behavior of a user while consuming the electronic consumable, wherein the objects specifies (i) what type of monitoring of user actions should occur while the user is consuming the electronic consumable and (ii) how the user behavior should be reported; and  
wherein a user action triggers the monitoring and reporting of the user behavior.
10. (Original) The system of claim 9, wherein the user behavior reported comprises how long the user looked at a first page of the document.
11. (Original) The system of claim 9, wherein the user behavior reported comprises the time between the user opening an object and closing the object.
12. (Original) The system of claim 9, further comprising a sensor as part of the apparatus, wherein the sensor collects biological information about the user.
13. (Original) The system of claim 12, wherein the sensor is an infra red sensor, and wherein the biological information comprises the body temperature of the user as determined from the sensor.
14. (Original) The system of claim 12, wherein the sensor is a camera, and wherein the biological information comprises facial expressions of the user.
15. (Original) The system of claim 14, wherein the facial expressions are classified according to a facial expression recognition algorithm.
16. (Original) The system of claim 9, wherein the user behavior is analyzed using data mining techniques.

17. (Original) The system of claim 9, wherein the objects can only be stored in containers that allow embedded code of the object to function.
18. (Original) The system of claim 9, wherein the user can configure the collection and reporting of information by the system.
19. (Currently Amended) A method of collecting information about a user of an electronic consumable, comprising the steps of:
- storing [[an]] the electronic consumable on an apparatus, the apparatus providing means for displaying the electronic consumable;
  - in response to a user action while the user is consuming the electronic consumable, collecting information about the user, wherein the information is collected according to embedded code that is embedded in an object that is contained within [[of]] the electronic consumable that is displayed on the apparatus; and
  - reporting the information across a network.
20. (Original) The method of claim 19, wherein the reported information is analyzed using data mining techniques.
21. (Currently Amended) The method of claim 19, wherein the information is collected by sensors of the apparatus, and wherein the embedded code specifies (i) what type of information should be collected about the user while the user is consuming the electronic consumable and (ii) how the information that is collected should be reported.
22. (Original) The method of claim 21, wherein the sensors are selected from the group consisting of: a webcam, an infra red camera, an audio input, a video input, and a temperature sensor.
23. (Original) The method of claim 21, wherein the information includes biological information about the user.
24. (Original) The method of claim 19, wherein the object of the electronic consumable can only be stored in containers that allow the embedded code of the object to function.

25. (Currently Amended) A system for collecting information about a user of an electronic consumable, comprising:

means for storing [[an]] the electronic consumable on an apparatus, the apparatus providing means for displaying the electronic consumable;

in response to a user action while consuming the electronic consumable, means for collecting information about the user, wherein the information is collected according to embedded code that is embedded in an object that is contained within [[of]] the electronic consumable that is displayed on the apparatus;

means for reporting the information across a network.

26. (Previously Presented) The system of claim 25, wherein the reported information is analyzed using data mining techniques.

27. (Currently Amended) The system of claim 25, wherein the information is collected by sensors of the apparatus, and wherein the embedded code specifies (i) what type of information should be collected about the user while the user is consuming the electronic consumable and (ii) how the information that is collected should be reported.

28. (Previously Presented) The system of claim 27, wherein the sensors are selected from the group consisting of: a webcam, an infra red camera, an audio input, a video input, and a temperature sensor.

29. (Previously Presented) The system of claim 27, wherein the information includes biological information about the user.

30. (Previously Presented) The system of claim 25, wherein the object of the electronic consumable can only be stored in containers that allow the embedded code of the object to function.

31. (Currently Amended) A computer program product stored in a computer recordable-type medium and operable by a data processing system for collecting information about a user of an electronic consumable, comprising the computer implemented steps of:

first instructions for storing [[an]] the electronic consumable on an apparatus, the apparatus providing means for displaying the electronic consumable;

in response to a user action while consuming the electronic consumable, second instructions for collecting information about the user, wherein the information is collected according to embedded code

that is embedded in an object that is contained within [[of]] the electronic consumable that is displayed on the apparatus;

third instructions for reporting the information across a network;

wherein the information includes biological information about the user.